

Title (en)

Method and computer program product for providing advertisements to a mobile user device

Title (de)

Verfahren und Computerprogrammprodukt zur Bereitstellung von Werbung an eine mobile Benutzervorrichtung

Title (fr)

Procédé et produit de programme informatique pour la fourniture de publicités ? un dispositif d'utilisateur mobile

Publication

EP 2109077 A3 20110706 (EN)

Application

EP 09162043 A 20071108

Priority

- EP 07827335 A 20071108
- US 86520006 P 20061110
- US 87183406 P 20061225

Abstract (en)

[origin: WO2008056358A2] A method for providing advertisements to a mobile user device, the method includes: receiving a user request to receive content; filtering advertisements to be sent to the user by applying multiple filtering rules; selecting a selected advertisement out of filtered advertisements; sending to the user the selected advertisement and the requested content; wherein the filtering and the selecting are responsive to a large number of parameters that comprise multiple user parameters, multiple content parameters, multiple system parameter and multiple advertisement parameters.

IPC 8 full level

G06F 15/16 (2006.01); **H04M 11/00** (2006.01); **H04N 7/025** (2006.01); **H04N 7/10** (2006.01); **H04N 7/173** (2011.01)

CPC (source: EP)

G06Q 30/02 (2013.01); **H04N 7/17318** (2013.01); **H04N 21/25891** (2013.01); **H04N 21/2668** (2013.01); **H04N 21/41407** (2013.01); **H04N 21/47202** (2013.01); **H04N 21/812** (2013.01)

Citation (search report)

- [X] US 2004172324 A1 20040902 - MERRIMAN DWIGHT ALLEN [US], et al
- [X] US 2006242129 A1 20061026 - LIBES MICHAEL [US], et al

Cited by

US10789619B1; EP3831082A4; US9524477B2; US11490063B2; US11758103B2; US11303874B2; US11647258B2; US11758105B2

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LI LT LU LV MC MT NL PL PT RO SE SI SK TR

Designated extension state (EPC)

AL BA HR MK RS

DOCDB simple family (publication)

WO 2008056358 A2 20080515; **WO 2008056358 A3 20090528**; EP 2095636 A2 20090902; EP 2095636 A4 20110323; EP 2109077 A2 20091014; EP 2109077 A3 20110706

DOCDB simple family (application)

IL 2007001362 W 20071108; EP 07827335 A 20071108; EP 09162043 A 20071108